

Game Meets Fitness: Tousains AR BIKE1 Launches on Kickstarter

Where Every Pedal Counts Toward Health and Social Impact

DE, UNITED STATES, November 30, 2025 /EINPresswire.com/ -- [Tousains](#), a home fitness equipment company, officially announces the launch of [AR BIKE1 on Kickstarter](#), the popular crowdfunding platform that connects creators with backers to fund innovative projects. AR BIKE1 is an indoor cycling machine designed to make home workouts engaging through game-based rides. Suitable for cyclists of all levels, it turns every pedal into a motivating challenge.

The Inspiration Behind Tousains AR BIKE1

People often struggle to start working out, and even when they do, staying consistent is another challenge. Many riders find indoor cycling repetitive, difficult to sustain, and easy to abandon after just a few days.

"I've always loved staying active, but let's be honest—riding indoors can feel like a total grind. It gets repetitive, and sometimes it's just not inspiring," said Mamombe, the lead designer of AR BIKE1. "So we asked ourselves: what if indoor training didn't feel like a chore? What if it felt more like an adventure?"



That question led us to build the world's first pixel-style cycling game."

That vision became the foundation of AR BIKE1. It isn't just another exercise bike—it transforms every ride into a game-like journey, where distance turns into quests, resistance becomes challenges, and achievements unlock real-world impact.

Key Features of Tousains AR BIKE1

Gamified Fitness

AR BIKE1 delivers engaging game experiences through the Tousains app. Riders simply download the app, pair it with the bike via Bluetooth, and begin cycling through mission-based gameplay designed to keep workouts fun and consistent.

Bike-to-App Integration

AR BIKE1 connects seamlessly to the Tousains app for data recording and tracking. Key metrics—such as heart rate, time, distance, and calories—are stored in the app, allowing users to review their workout history and visualize their progress over time.

Lifetime Access to Tousains Training Courses

Backers will receive lifetime access to Tousains' upcoming instructor-led training courses. These will include structured fat-burn rides and progressive programs delivered through the app—with no subscription fees.

Pro-Grade EM Resistance & True Road Feel

AR BIKE1 features a precision electromagnetic resistance system for a smooth, quiet, and instantly responsive riding experience—replicating realistic road feel while remaining ideal for home use.

Ergonomic Design for Real Homes

The adjustable seat—both vertically and horizontally—accommodates riders from 150cm to 195cm. Sweat-resistant grips and ergonomic touch points ensure stable, comfortable rides suitable for long sessions.

Charity-Driven "Green Energy" System

Every calorie burned contributes to a community Green Energy pool. When milestones are reached, Tousains converts community achievements into real donations to partner environmental and social causes, like donations to environmental projects, so every ride can contribute to social impact.

Launch on Kickstarter

AR BIKE1 is now live on Kickstarter with five reward tiers designed to meet different budgets and riding preferences:

Budget Early Bird — 9kg flywheel

Super Early Bird — 9kg flywheel
Super Early Bird — 13kg flywheel
Early Bird — 9kg flywheel
Early Bird — 13kg flywheel

The 9kg version is ideal for beginners or riders focused on lighter, more casual sessions, while the heavier 13kg flywheel offers increased momentum and road-like stability—perfect for users seeking a more intense and realistic cycling experience. Backers can select the package that best fits their budget, fitness goals, and training style.

How to Join

Visit the [AR BIKE1 Kickstarter page](#):

<https://www.kickstarter.com/projects/tousains/arbikegameful-fitness-with-ai>

Select the preferred pledge tier.

After supporting the project, download the Tousains app (iOS/Android) and prepare to pair it with the bike once delivered: <https://www.tousains.com/pages/tousains-app>

About Tousains

Tousains is a home fitness equipment supplier focused on creating practical and accessible workout solutions. The company develops space-saving and versatile fitness machines designed to support a range of training needs in home environments. From mini elliptical machine, cable machine CR63, portable cable machine Hivegym Power Pump to AR BIKE1, Tousains designs products to accommodate users of different fitness levels and home settings.

For more information, please visit: <https://www.tousains.com/>

Avery Collins

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